

### AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application.

#### Listing of Claims

1. (Currently Amended) A method for advertising, comprising:

receiving, by an advertising server, an advertisement request from a user node, wherein said advertisement request is automatically transmitted based upon a link sent from an affiliate node to said user node in response to a content request sent from said user node to said affiliate node; and

selecting, in response to said advertisement request, an advertisement for delivery to the user node based upon stored information about said user node,

wherein selecting an advertisement includes:

determining whether selection criteria associated with advertisements are satisfied based upon the stored information; and

calculating, if the selection criteria associated with more than one advertisement are satisfied, a satisfaction index for each advertisement; and

selecting the advertisement with the lowest satisfaction index,

wherein the satisfaction index for an advertisement is at least one of:

directly proportional to the number of times the advertisement has been sent to a user node and the total amount of time over which the advertisement is permitted to be sent to a user node, and

inversely proportional to the amount of time expired since the advertisement was first permitted to be sent to a user node and inversely proportional to the maximum number of times the advertisement is permitted to be sent to a user node.

2. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node.

3. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior selection of an advertisement for said user node.

4. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior advertisement request from said user node.

5. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon information in a cookie associated with said user node.

6. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon at least one of the network address of said user node, the domain type of said user node, the time zone of said user node, the geographical location of said user node, and an industry code.

7. (Previously Presented) The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon the number of times an advertisement has been sent to said user node.

8. (Previously Presented) The method of claim 1, wherein selecting an advertisement is further based upon at least one of a browser type, a browser version, an operating system type, and a proxy server, each associated with said user node.

9-14. (Cancelled)

15. (Original) The method of claim 1, wherein said advertisement request includes an Internet Protocol address associated with said user node.

16. (Original) The method of claim 15, further comprising performing a reverse domain name lookup based upon said Internet Protocol address, and selecting said advertisement based upon the results of said reverse domain name lookup.

17. (Original) The method of claim 16, wherein said reverse domain name lookup includes a whois search.

18. (Original) The method of claim 16, further comprising performing a trace route operation, and selecting said advertisement based upon the results of said trace route operation.

19. (Original) The method of claim 1, further comprising sending said selected advertisement to said user node for display.

20. (Original) The method of claim 19, further comprising receiving from said user node a click through request for information about the advertiser associated with said selected advertisement.

21. (Original) The method of claim 20, further comprising sending a network address for said advertiser to said user node in response to said click-through request.

22. (Original) The method of claim 20, wherein said stored information includes information about a prior click-through request received from said user node.

23 (New) A method for advertising, comprising:

receiving, by an advertising server, an advertisement request from a user node, wherein the advertisement request is automatically transmitted based upon a link sent from an affiliate node to the user node in response to a content request sent from the user node to the affiliate node; and

selecting, in response to the advertisement request, an advertisement for delivery to the user node based upon stored information about the user node,

wherein selecting an advertisement includes:

determining whether selection criteria associated with advertisements are satisfied based upon the stored information; and

selecting, if the selection criteria associated with more than one advertisement are satisfied, an advertisement from among the more than one advertisement an advertisement based on the selected advertisement having one or more of a lesser amount of time remaining in which the advertisement can be selected for delivery, a greater number of impressions of the advertisement remaining to be delivered, a smaller ratio of the number of times the advertisement has been delivered to any user to the total number of impressions of the

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advertisement scheduled to be delivered, and a greater ratio of the total amount of time in which the advertisement can be delivered to an amount of time expired since the advertisement has become available for delivery.